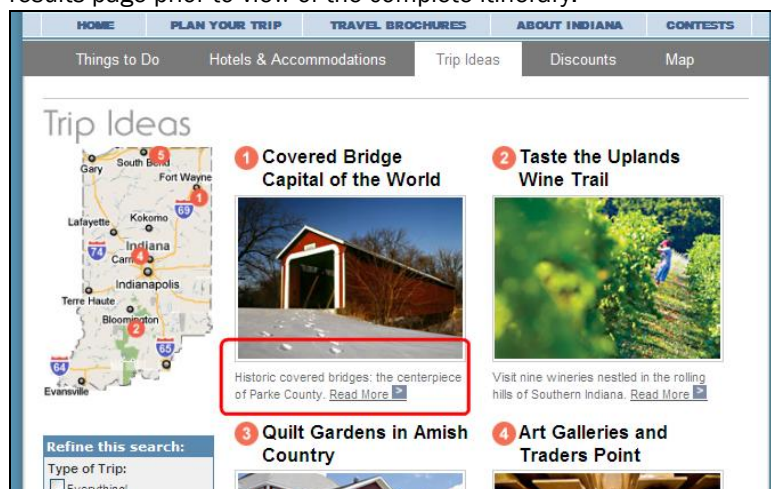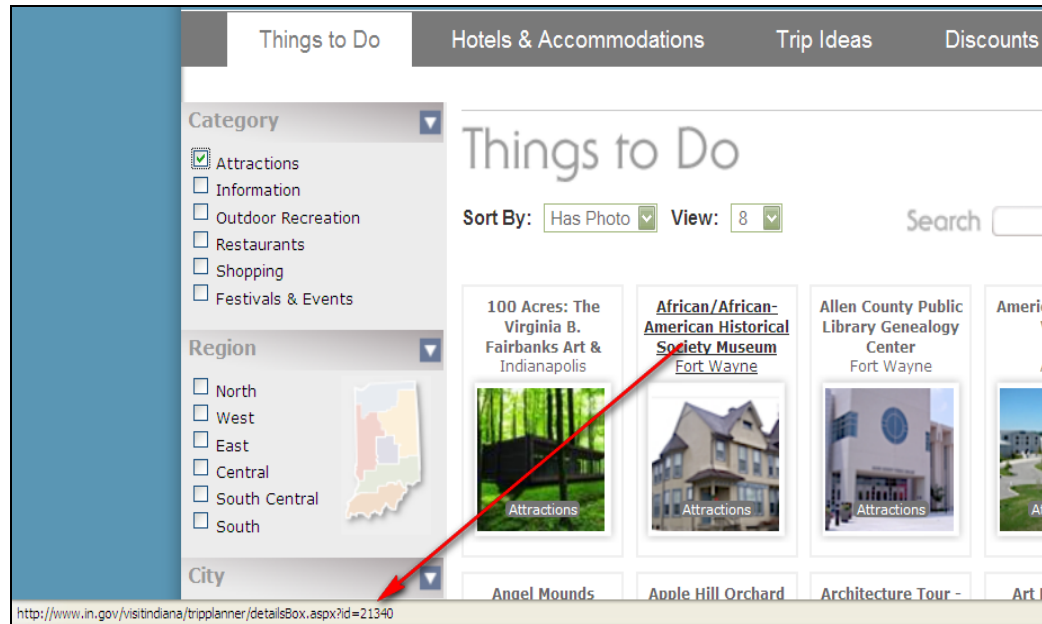## IOTD Website Itinerary Requirements

The Indiana Office of Tourism Development offers industry partners the opportunity to submit itineraries to be included on their websites – VisitIndiana.com and Tourism.In.gov. Submissions of the following materials can be made to [Anicia Richardson](). Allow 10 day for posting.

VisitIndiana.com Itineraries requirements:

- Designate Region or Regions - North, East, West, Central, South Central or South.
- Pick the category that best fits the itinerary:
    - Arts and Culture
    - Family Fun
    - Girlfriend Getaways
    - Outdoor Recreation
    - Romantic Retreats
    - Sports and Recreation
- Trip Idea Title (maximum 40 characters with spaces)
- Brief Description (maximum 75 characters with spaces) - This will display on the search results page prior to view of the complete itinerary.

- Body Copy (maximum 2,500 characters with spaces, approximately 360 words) -
    - Make sure themed to category selection above, individual traveler focused, and includes more than one city and/or county, if possible but not required.
    - Writing style examples - see current Trip Ideas on [VisitIndiana.com](). Do not submit in one, two day format.
    - Not necessary to mention lodging or restaurant facilities unless they are a special draw to the area.
- Featured Establishments (maximum of 6 call outs per itinerary):
    - Each establishment mentioned in Trip Idea must have a website link in the body copy. This link will either go to an existing Trip Planner listing or to the establishment's website directly if a trip planner listing does not exist. Below is the required information per case.
        - If existing Trip Planner listing, provide listing's ID number. Can be found in bottom left corner of web browser when scrolling over name in Trip Planner search. Also, the case if scrolling over listing name in Advertiser Portal account.

http://www.in.gov/visitindiana/tripplanner/detailsBox.aspx?id=21340

- If not a Trip Planner listing, provide the following:
  - Complete location address, website and phone number
- One image with photo caption. Size of image should be 217px X 155 px. Photo caption should be a maximum 65 characters with spaces. Photo caption will be on individual trip idea page.

Tourism.IN.gov Itineraries requirements:

- Itineraries should be group tour focused, be two to three day itineraries, and be in more than one city and/or county, if possible.
- Every mention in the itinerary must have a website link. Website addresses for each entity must be provided.
- Not necessary to mention lodging or restaurant facilities unless they are a special draw to the area.
- Length: one page; Font: Franklin Gothic font, point 11.
- Up to two images may be provided for inclusion.

IOTD reserves the right to edit and will have final approval of all submissions posted.